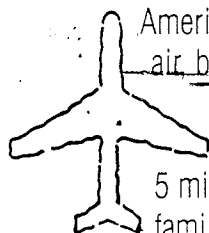


# More than 24 million of this country's smokers will travel this summer. Make room, America!



America's smokers travel by land, by air, by sea. They travel far and wide. During the summer, resort hotels alone will welcome 5 million smokers and their families. More than 7.5 million will travel the U.S.A. More than 2 million will head overseas. And 5 million will take to the air. Spring, summer, winter and fall, smokers keep the travel industry of America occupied.

**The American Smoker-  
an economic force.**

**PHILIP MORRIS  
MAGAZINE**

Presented by Philip Morris Magazine in the interest of America's 55.8 million smokers.

Source: The Roper Organization

Source: <https://www.industrydocuments.ucsf.edu/docs/jxbj0000>

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